MAGAZINE MOTOR	TREND		ISSUE TOTAL	CIG. AD	<i>January 1978</i> S 4
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		Winston Lights #123 pg.	7 1/		
arlboro #554 Pg. 24	13				Opp: "1978 Import Car of the Year".
		Kool #383 Pg. 38-39	// 5	SP	
		Fact #127 3C		, <u> </u>	,
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	Fact #127 pg.	. 10	
	Kool #386 pg.	. 16	
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	Winston #341	pg. 28	
			Opp: "Classic
rlboro #559 pg. 55	26		Comments".
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	Salem #338 po	<u>1. 85</u>	
	Real #139 pg	. 92 , "" "	
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Marlboro #571 pg. 8	17				Opp: "Detroit Report".
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		Camel #246 pg. 55			
		Winston Lights #123 BC			
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PHILIP MORRIS ADS	MIN. COMPETITI SEP. ADS	VE SIZE IF NOT P-4	REMARKS
	Camel #251 pg. 8	P-4 Plus Stapled Card.	
	Winston #345 pg. 51		
Marlboro #584 3C	65		Opp: "Competition".
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lboro #586 pg. 32	1.2			Opp: Super Coupes: A fun-loving but economical trio".

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	PHILIP MORRIS ADS		COMPETITIV ADS		PAGES	106 REMARKS
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		Real #	142 pg. 11			,
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Marlboro #570 2C	13	,		OPP: B&W ad.
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	C	amel #252 pg. 81		
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	Winston #364 pg. 6		
	Salem #349 pg. 27		
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Marlboro #623 BC	36		
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